



Since 2004

# ALFAA

## CATERING COLLEGE

APPROVED BY GOVT OF INDIA  
APPROVED BY GOVT OF TAMILNADU  
AFFILIATED TO BHARATHIAR UNIVERSITY



# PROSPECTUS

## OUR CAMPUS / HOSTEL



## ABOUT THE INSTITUTION

"Our motto is "Aim to Achieve". Alfaa is known for its quality and innovative teaching methods". Alfaa is proud of its success over the hotel management & catering technology industry from 2004. We have also step into engineering department from 2012. Alfaa is today one of the most prestigious institution.

Alfaa IHM&CT is co-educational institution under the Alfaa Educational & Social Welfare Trust. We are stepping out to be one of the pioneer institutions in the hospitality industry. This education provides perennial job opportunities and enable the students to get more employment anywhere in the world. This is being achieved by a service minded, efficient, dedicated and devoted, well experienced teaching and non teaching faculty members in the hospitality industry. The students will be trained both theoretical and practical methodology. Students can grab the job opportunities in different departments of the Hospitality industry. Join Alfaa IHM&CT and become a real manager all over the world.

## RECOGNITION

Approved by Human Resource Development Govt of India TN/525/04

Approved by Government of Tamil Nadu, G.O.No 22622/07

Affiliated to Bharathiar University TN121194/12

Affiliated to Vinayaka Missions University No 359/06

## MISSION

Alfaa is a place of strive for excellence. It provides highest possible quality of education, training and placements in order to meet the global opportunity. It is a pearl in the depth, but unique in the ocean of education, attracts to disseminate professional, technical knowledge scientifically to explore the seeds of development and growth, to coincide with national and international standards.

## VISION

The purpose of our institution is to provide opportunity for professional and job oriented education. The institute emphasis on intellectual growth and skill development through the process of offering value based education. It is aware of the professional and vocational needs of the students for rigorous preparation for gainful employment in the various sectors of the economy, particularly in tourism and hospitality industry.





## Why Hotel management?

Hotel management is one of the most interesting career options in the contemporary job market. Career training from a recognized and reputed hotel management institute is requisite and adds icing on the cake. The boom in the tourism industry has resulted in immense growth of the hotel industry in India. The hotel industry promises a bright future for anyone who wishes to take up a career in this segment.

## Scope of Hotel Management :

Hotel management job opportunities exist both in the private and public sector. Students can look for various openings anywhere in the nation. Most of the hotels in India offer lucrative packages to the suitable candidates. The jobs offered are satisfying as well as highly rewarded transfers.

## Why Alfaa IHMCT?

Alfaa IHMCT, is a premier institution for advanced learning and research, created to impart education relevant to professional and development requirements in India and abroad. Alfaa continually assesses the ever-changing requirements of the various sectors and gives additional inputs over and above the university requirements to enhance the employability of the students. Special care is taken to ensure that case studies and project works are based on real life situations so that the students can relate work experiences easily with the curriculum undertaken.

## Our Recruitmental Wings

- |                        |                 |
|------------------------|-----------------|
| ✿ TAJ HOTELS & RESORTS | ✿ ITC WELCOME   |
| ✿ SHERATON GROUPS      | ✿ MARIOTT       |
| ✿ LE MERIDIAN          | ✿ ASIANA        |
| ✿ PARK INN             | ✿ HYATT         |
| ✿ RADISSON             | ✿ GRT           |
| ✿ HILTON               | ✿ CLUB MAHINDRA |
| ✿ OBEROI               |                 |

## Program Design

The Hotel management courses make students aware of the overall operating-sections of the hotel industry like front office, general operations, sales and marketing, food and beverage, services, housekeeping and catering.

Admission depends on the performance of the students in the written admission test, personal interview round and group discussion session.



## COURSES OFFERED

S.No	Name of the Course	Course Code	Duration	Eligibility
1.	M.B.A (Tourism & Hotel Mgnt.)	MTHM	2 years	Any Degree
2.	B.Sc (Catering Science & Hotel Management)	BCSHM	3 Years	12th Pass / Equivalent
3.	B.A (Tourism Mgnt.)	BTM	3 Years	12th Pass / Equivalent
4.	Advanced Diploma in Hotel Management and Catering Technology	ADHMCT	2 Years	10th , 12th Pass/Fail
5.	Diploma in Hotel Management and Catering Technology	DHMCT	1 year	10th , 12th Pass/Fail
6.	Food Production	FP	1 year	10th , 12th Pass/Fail
7.	House Keeping	HK	1 year	10th , 12th Pass/Fail
8.	A/C (Mechanic.)	DRAC	2 years	10th , 12th Pass/Fail
9.	Electrical & Electronics Technician	DEE	2 years	10th , 12th Pass/Fail

## TRAINING

During the tenure of the course, the students must undergo training compulsorily for minimum of 2 months both summer and winter in Hotels informed by the placement officer, during the middle or at the end of the academic year, with the expenses of individual. Stipend will be given in certain hotels.

## PLACEMENTS

The placement cell is working round the clock for fixing not only for the outgoing students but also for its alumni. Campus interviews are being arranged for the past four year students. Career counselor is always in touch with the prospective employers all over India and Abroad. We have direct tie-up with more than 200 hotels, hospitality industry in the world.

Our students are placed in well-renowned hotels like Park Sheraton, Hotel Fortune, Hill Country, Tall trees, Hotel Northgate, The Nest, The Residency and Sterling Resort. All the students will be placed as trainee for six months before their career take off. Out Door Catering (ODC) and part time jobs are an addition to this regular training (Wherever our students are placed they excel in performance and prove their mettle to establish the name of "Alfaa" which is a pride and honour).

## EVENTS & ACTIVITIES





## GALLERY



# OVERVIEW

## **Front office:**

The front office (also known as front desk) welcomes guests to the accommodation section: meeting and greeting them, taking and organizing reservations, allocating check in and out of rooms, organizing porter service, issuing keys and other security arrangements, passing on messages to customers and settling the accounts.

## **Production:**

The food and beverage is one of the integral part and important operational department in a hotel which is divided into food production and food and beverage service department. Food production or kitchen department is responsible for the actual preparation of food items whereas the F&B service department is responsible for the systematic service of food from the hot or cold plates of kitchen to the customer's tables as per their choices or order.

The term kitchen is derived from the French word "Cuisine" which literally means Art of cooking or food preparation in the kitchen. But the modern concept of catering the cuisine not only refers to art of cooking foods in the kitchen, it also indicates the style of service offered to serve the food.

## **Service:**

The food and beverage service department is an integral place in any hotel which is responsible for the systematic and the actual service of food and beverage to the general public or customers as per the order in any F&B outlets. This department plays a vital role on the delivering the accurate service of food and beverage by placing the orders from the hot or cold plates of kitchen to the customers table in the proper and the hospitality manner.

The department in any hotel plays a vital role in the profitable process of the hotel business. Among the total revenue collected in the hotel, about 40% contribution is directly accredited to F&B Service department. This department is specialized by its output of the products that satisfies customers demand for food and beverage.

## **HOUSE KEEPING:**

Excellent housekeeping is essential to the hospitality industry, even though the work is usually considered mundane. In hotels and on cruise ships, for example, strict cleanliness is the expected standard, and only shortcomings attract attention. In addition to the actual physical cleaning, the housekeeping department performs other important functions, such as scheduling and planning. Some housekeeping supervisors eventually advance to hospitality management, especially with college training.



## **RULES AND REGULATIONS**

### **Discipline**

Discipline is expected from all the students and indiscipline of any kind will be dealt severely. If the students aren't abiding any one of the rules and regulation are liable to be fined, suspended by the management.

### **Punctuality**

Being late for classes is not only detrimental to the academic progress of the latecomer, but it is disruptive for the entire class students arriving late may be marked absent.

### **Conduct**

Students are expected to conduct themselves responsibly on the college premises misconduct may result in suspension of the student from the management.

### **Attendance**

Students are expected to be very regular in the class. Attendance is compulsory on both the re-opening and closing days of every term. Student mustn't absent themselves for the classes without applying for leave in advance from the concerned faculty members. Certificate of attendance is required for appearing the Govt. examination is granted, only if

- ☀ The students progress and conduct have been satisfactory
- ☀ The students must have 80% attendance of the total number of working days in the academic year. The 20% attitude permitted is only for legitimate leave availed and not for absence without leave. No society, association or club shall be formed without a written permission.

### **Payment of fees**

Students have to pay their fees on date and without any arrears. Receipts for all payments will be issued and the students have to keep them safe.

### **Hostel Accommodation**

- ☀ Separate hostel facilities for boys and girls.
- ☀ Applications for hostel accommodation must be made in a separate form available at the office.

### Filling up the application form

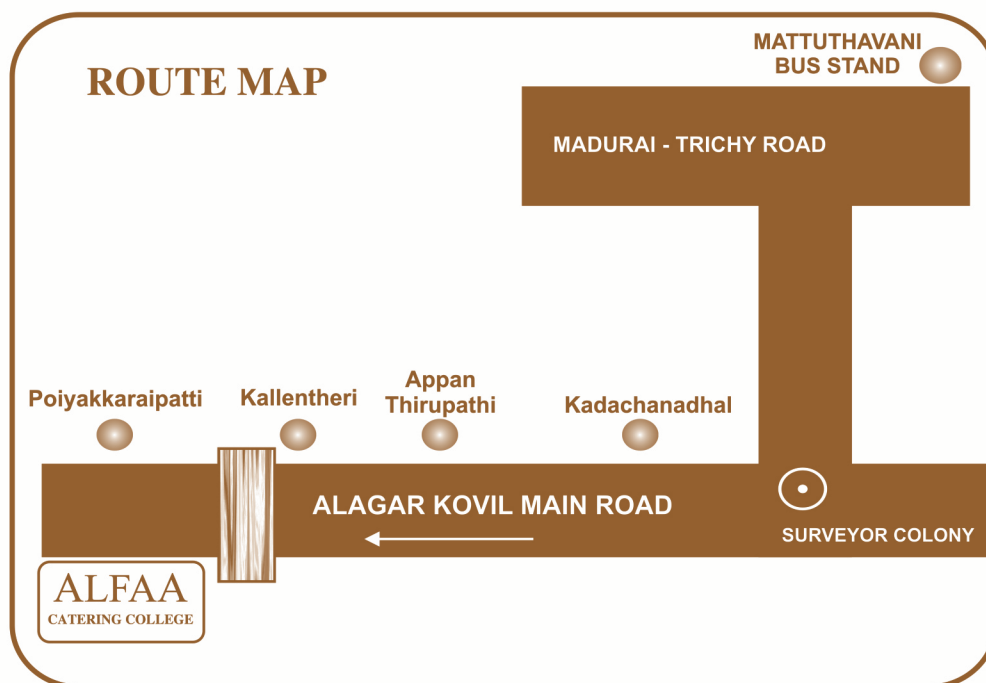
- i. Read carefully the prospectus and the application form
- ii. Fill in the details required in the application form neatly and clearly in your own handwriting
- iii. Affix a stamp size recent photograph in the application form
- iv. Check that all details have been carefully written and the application is duly signed

### Submitting the original certificates with your application form

1. Completed application form
2. Mark sheet of qualifying examination
3. Transfer Certificate
4. Community Certificate
5. Any other certificates as may be required by the college
6. Blood Group & Medical Fitness Certificate
7. Eligibility certificates for candidates from foreign examination board / Migration certificate

### Other conditions

1. Admission granted and false information furnished by the candidates will be cancelled at any stage.
2. Admission granted will be provisional till all certificates are scrutinised and accepted.
3. Fees once paid will not be refunded under any circumstance.
4. The institution will not be responsible for any delay or loss in postal transit.



**RUN BY**

**ALFAA EDUCATIONAL & SOCIAL WELFARE TRUST**



## DISCIPLINES



**FRONT OFFICE**



**FOOD PRODUCTION**



**F&B SERVICE**



**HOUSE KEEPING**



**CARVING**



**ICING**



**RESTAURANT**



**BAKERY**



**ICE CARVING**



**BAR MANAGEMENT**



# ALFAA

## CATERING COLLEGE

### ALFAA IHMCT INDUSTRIAL SCHOOL

Alfaa Campus, No.63/A , Alagarkovil Main Road,Poigaikkaraipatti,Madurai - 625 301.

Ph: 0452 2470480, 6571474 , Fax : 0452 - 4394546 Cell : 98439 66366, 73053 66366

Email : [alfaa6@gmail.com](mailto:alfaa6@gmail.com) Web : [www.alfaacollege.com](http://www.alfaacollege.com)

